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Applicant: William R. Matz, *et al.* **Art Unit:** 2623
Serial No.: 10/016,988 **Examiner:** A.Y. Koenig
Filed: December 14, 2001 **Docket:** 01371
Title: Methods and Systems to Perform Content Targeting

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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July 24, 2007

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**37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT
WITH REQUEST FOR CONTINUED EXAMINATION**

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Commissioner:

The Assignee respectfully requests continued examination and entry of the following amendment and remarks in response to the final office action mailed April 25, 2007. The Assignee respectfully submits that the amendment and remarks contained herein distinguish the pending claims from the cited documents.